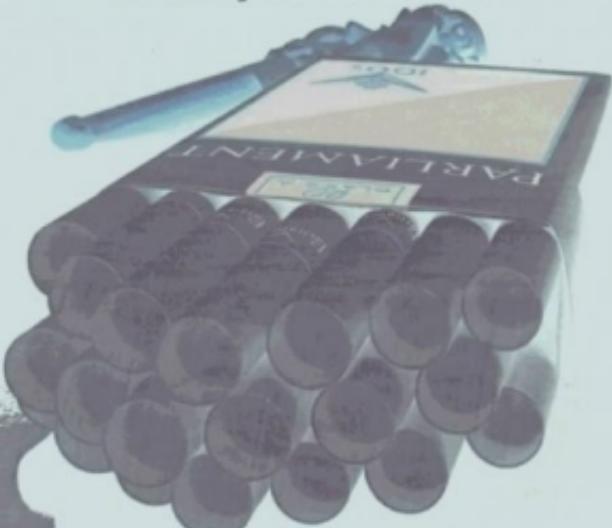


LEO BURNETT COMPANY, Inc.

Ad No. 268 (Lay down Pack & Holder)—Reg. No. 79127—1 Page—4 C stand—10 1/2 x 10 1/2 in.—National Magazines, 1971 (A)

Printed in U.S.A.

If you don't believe
there's a cigarette holder
on every Parliament...



look at it this way.

You're looking at no cigarette
holders.

Each filter is recessed—neatly
tucked inside. So you don't taste
the filter. Just the good, clean
flavor.

Try a Parliament cigarette
holder. You'll see what we mean.

King Size and
Charcoal 100's.



It works like a
cigarette holder
works.

100s: 11 mg. "tar", 1.0 mg. nicotine
100s: 10 mg. "tar", 1.3 mg. nicotine av. per cigarette. FTC Report No. 70.

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